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1. Office structure - Job Readiness, Job portals

- 1.1 Various components of office, like accounts, clerk, reception, marketing, etc.
- 1.2 Briefly on various job designation like Receptionist, Clerk, Back office, Marketing executive, Tele caller, Accountant etc.
- 1.3 Understanding of various job role, and their salary component Linked in, naukri, quikr, glassdoor, etc

2. Various types of industry - Organization structure

- 2.1 Industry in surat-diamond, textile, etc. Service sector-CA, Doctor, etc
- 2.2 Organisation- Proprietor, Partner, LLP, Pvt Ltd., Corporate. Govt., Etc

3. Scope of career after graduation

- 3.1 What is career?
- 3.2 Difference between job and career.
- 3.3 Various type of career in every field of study.
- 3.4 Understanding skill gaps-NSDC

4. Sales process – Fast forward Summary – 8 steps

- 4.1 Prospecting
- 4.2 Connecting
- 4.3 Qualifying
- 4.4 Demonstrating Value
- 4.5 Addressing Objections
- 4.6 Closing the deal
- 4.7 On boarding
- 4.8 Follow up after sale

5. Understanding and Developing confidence in sales and sales as career

- 5.1 Marketing
- 5.2 Promotion
- 5.3 Salesprinciples of Sales
- 5.4 Communication
- 5.5 Psychology of Sales
- 5.6 Future of Salesman and Earning Scope, Etc.
- 5.7 Neuro-Marketing
- 5.8 Sales Triggers

6. KYC- Know your Customer

- 6.1 Types of Customers
- 6.2 Requirements of Your Customer
- 6.3 Understanding of Customer Mind, His Body Language, Rejection Signals

7. Prospecting and Calling

- 7.1 Identifying prospecting
- 7.2 Sales funnel
- 7.3 Calling techniques
- 7.4 Cold-warm-hot calling
- 7.5 Lead generation for follow up

8. Follow up: Art of conversation

- 8.1 3F
- 8.2 Reality of follow up
- 8.3 Steps for follow up Reference generation from follow up
- 8.4 Fixing of actual/virtual meeting

9. Product Knowledge, Organisation in which you are working

- 9.1 Raw Material
- 9.2 Process of Manufacturing
- 9.3 Quality Control
- 9.4 ISO
- 9.5 Slient Features of Product
- 9.6 USP
- 9.7 Govt. Rules

10. O2O meeting, product demonstration

- 10.1 Elevator speech
- 10.2 Before-during-after meeting
- 10.3 Tips on meeting
- 10.4 Procedure to follow on product demonstration
- 10.5 Advantage and disadvantage of product

11. Objection Handling

- 11.1 Steps to Handle Objections,
- 11.2 Categories of Objections,
- 11.3 Possible Answers to Various Objections,
- 11.4 Objections from Sales Person Himself

12. Sales closing techniques

- 12.1 Definition and explanation on sales closing,
- 12.2 Types of closing,
- 12.3 Difference and understanding on Convincing-bargaining- negotiation

13. Trigger Sentences (used by sales world)

- 13.1 Word, phrases, statements to be used to get positive answer from customer.

14. Goods delivery, billing and payment collection

- 14.1 Order Write Up,
- 14.2 Points to Be Kept In Mind for Billing,
- 14.3 Tips for Payment Collection

15. Sales target

- 15.1 Understanding Sales Target,
- 15.2 Types of Target,
- 15.3 Chasing and Achieving Targets

16. Knowing customer feedback

- 16.1 To measure customer satisfaction and suggestion on service and product, to ask for referral business

17. Sales Growth strategies

- 17.1 New Rules of Sales- Present Trend,
- 17.2 Incremental Growth V/S Exponential Growth,
- 17.3 Types of Sales Models- MLM, B2C, B2B, Channel Partnership, Etc.
- 17.4 Workbook

18. Sales in service sector

18.1 Change in speech and process – product and service like internet service provider, C.A. office, software sell, etc.

19. Customer/Client Relationship management

- 19.1 MIS
- 19.2 DMS software
- 19.3 Feed back,
- 19.4 Suggestion for improvement

20. Personality – Grooming

- 20.1 AS A Sales Person: Presentability
- 20.2 Stress Management at Work Place
- 20.3 To Develop Listening Ability
- 20.4 Self Awareness and Evaluation

21. Resume & bio data Preparation

- 21.1 Write up of personal resume with/ without experience

22. Interview Preparation

- 22.1 Interview question-Answers. Mock Interview

23. Practical training

- 23.1 To be trained in Real job role- 15 Hours of practical training. (optional)

24. Certificate after performance evaluating course

- 24.1 Written and practical test.